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THE PLAN FOR GOLDEN GATE PARK

OBJECTIVES and POLICIES
draft statement
12-8-78

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THE PARK

FOR GOLDEN GATE PARK

COLLECTIVE AND POLICE

IN THE CITY OF SAN FRANCISCO

1973

REPORT OF THE

COMMISSION

ON

THE PARK

San Francisco Recreation

and Park Department

STATEMENT OF PURPOSE: THE PLAN FOR GOLDEN GATE PARK

Golden Gate Park is historically the most important and diverse park in San Francisco. Its 1013 acres have provided areas of pastoral retreat and places for active recreation since 1872. Local residents, regional, national, and international visitors have enjoyed and now take pleasure in Golden Gate Park; its excellent reputation is international.

Golden Gate Park is under the jurisdiction of the San Francisco Recreation and Park Commission which is concerned with the future well-being of the park. Plantings and facilities age and after many years no longer serve the purpose for which they were originally intended. Also, conservation and civic organizations as well as individuals want to participate in the retention and enhancement of the investment our community has in the park. The Plan for Golden Gate Park is intended to establish guidelines for preservation, use and development of the park by a process that includes planning staff, expert advisors and community involvement. The future needs of viable institutions presently within the park must be examined, and, where appropriate, accommodated. Updating landscaping and facilities to keep pace with changes in our society will enable future generations to receive as great a living legacy as we inherited from our forebears.

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The original designer of Golden Gate Park, William Hammond Hall, foresaw the park in two different regions. The parkland east of Strawberry Hill includes a variety of intensively cultivated areas and developed facilities while the parkland to the west is a pastoral landscape with open meadows defined by stands of trees and enhanced by lakes. It is expected that the Plan for Golden Gate Park will retain the integrity of Hall's original design yet will have sufficient flexibility to accommodate society's evolving needs.

Statement of Purpose
adopted by the San Francisco
Recreation and Park Commission:

3-16-78

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SUMMARY OF OBJECTIVES AND POLICIES

General Park Objectives

OBJECTIVE I: PROVIDE FOR THE PROTECTION AND ENHANCEMENT OF THE LANDSCAPED CHARACTER OF THE PARK.

Preserves and protects from development substantial areas of the Park; maintains the health of the Park's vegetation through a reforestation program and an improved irrigation system; assures that gifts to the Park compliment the landscape, and emphasizes coordinated planning activities to assure compatibility between Park land use patterns, landscaping and the Ocean Beach redesign.

OBJECTIVE II: ASSURE THAT THE MAINTENANCE, RESTORATION OR EXPANSION OF EXISTING BUILDINGS OR THE CONSTRUCTION OF NEW BUILDINGS IS COMPATIBLE WITH THE LANDSCAPED CHARACTER OF THE PARK.

Addresses the issue of buildings in the Park through a process of establishing guidelines for expansion and new construction; preserves significant Park buildings and provides for the removal of obsolete or inappropriate structures; emphasizes the use of alternative energy resources.

OBJECTIVE III: MINIMIZE VEHICULAR TRAFFIC.

Restricts automobile use in Golden Gate Park to recreation oriented driving by controlling through traffic, removing non-essential roadways and restricting automobile parking to designated areas; emphasizes development of a Park-wide Internal Transport System as the best long range solution to providing access to Park facilities while at the same time improving the environment.



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OBJECTIVE IV: ENSURE COMPATIBILITY BETWEEN RECREATION RESOURCES SERVING THE PARK USER AND THE PARK'S ENVIRONMENT.

Ensures that recreation activities are compatible with the Park landscape; provides for supervised recreation for children; ensures pedestrian safety; and provides for long-range enhancement of equestrian activities.

OBJECTIVE V: PRESERVE AND ENHANCE WILDLIFE HABITATS.

Recognizes the importance of Park wildlife to the recreation experience.

OBJECTIVE VI: DEVELOP VISITOR SERVICES AND AMENITIES WHICH DO NOT DETRACT FROM THE ENVIRONMENTAL CHARACTER OF THE PARK.

Enhances the visitor's experience by providing information about Golden Gate Park and visitor accommodations; regulating service concessions and advertising; and protecting personal safety.

Special Area Objectives

SPECIAL AREA OBJECTIVE I: RESTORE, IMPROVE, AND MAINTAIN THE MUSIC CONCOURSE AREA.

Provides for the rehabilitation and improvement of the entire Music Concourse area by reducing the impact of automobiles and structures, improving circulation and correcting existing compositional errors.

SPECIAL AREA OBJECTIVE II: REDESIGN THE PARK'S KEZAR COMPONENT.

Provides for the development of a major visitor parking/staging area at the Kezar site, including a base for an Internal Transport System, permanent tour bus parking, a visitor center, and access to the Park loop Pleasure Drive.

SPECIAL AREA OBJECTIVE III: DEVELOP A CONSOLIDATED PHYSICAL FITNESS AND SPORTS AREA AT GOLDEN GATE PARK STADIUM.

Provides for a low-key physical fitness area to be located at the Golden Gate Park Stadium.

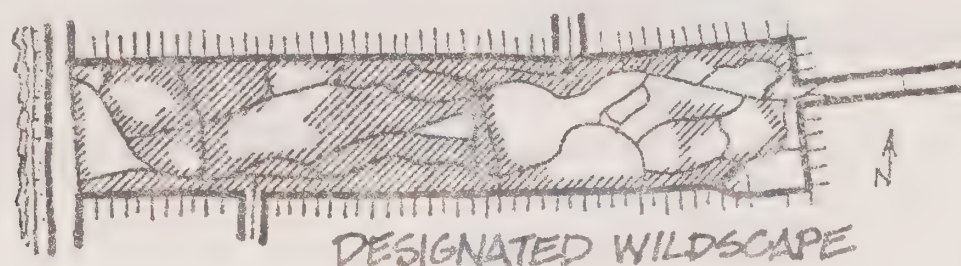
OBJECTIVE I: PROVIDE FOR THE PROTECTION AND ENHANCEMENT OF THE LANDSCAPED CHARACTER OF THE PARK.

The basic character of the Park landscape is determined by its trees. The Park design employs trees on a large scale to tame winds, shape the meadows and provide a sense of grandeur. The planted landscape enhances the Park's natural landforms. The major functional aspect of the forested landscape, that of wind control, is completely integrated into the overall design. Lakes, water-courses, and exotic plantings that give the Park its picturesque quality appear natural and harmonious. The landscape thus created gives the illusion of rural countryside. To further this image, dense stands of shrubs and trees are located at the edges of the Park to hide the surrounding cityscape. Constant labor by a dedicated work force maintains this illusion; excepting a few pockets of native oak, Golden Gate Park is a wholly artificial creation.

POLICY A: Establish Designated Wildscape Areas.

To protect the character of the Park and ensure the retention of open space, areas designated as "Wildscape" should be established. These areas are characterized by large open meadows, lakes and ponds, and minimal roadway access. No additional structures, statues, plaques, floral displays or structured garden areas would be permitted in these areas. Special horticultural features such as the Rose Garden would remain but would not be enlarged. No additional roadways would be permitted, and where possible, existing roadways would be removed to enhance the natural character of the Wildscape.

Only structures essential for Park maintenance and conforming to building guidelines, would be allowed in Wildscape areas.

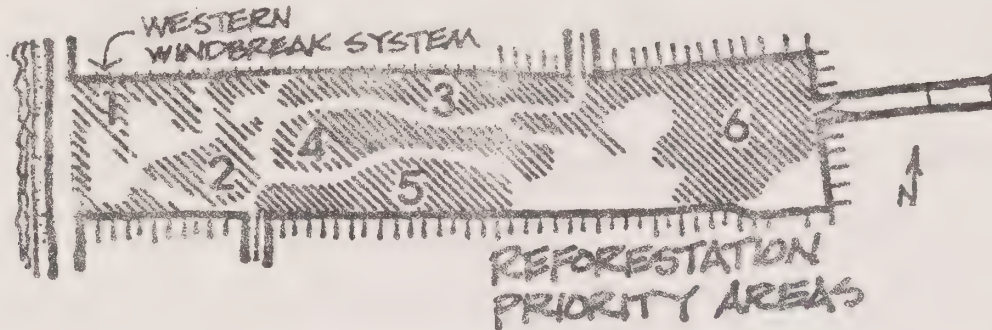


POLICY B: Renew the Park's Wooded Areas Through a Reforestation Program.

Although a wide variety of trees are to be found in Golden Gate Park, the vast majority of them are Eucalyptus, Cypress, Acacia, Australian Tea Tree and Monterey Pine. These trees were selected because they adapt well to fog, wind, and artificial culture, as well as for their fast growth and picturesque qualities. Many of the park's trees were planted in the 1870's. Typically we can expect them to reach the last stages of their life-cycle at 120 years of age.

Reforestation, the phased-replacement of trees that are declining from old age and disease, should begin at the Park's western windbreak system and continue eastward as resources become available. Replacement methods used in reforesting Golden Gate Park will depend on specific conditions within each wooded area. For example, planting new trees within the existing forest would be combined with a program to remove existing trees as they die; initial removal of all dead and dying trees followed by major replanting might be employed in critical areas; and in tree stands where complete replacement is necessary, a long-range program of removal and planting would be employed within a specified time frame.

Whatever the method utilized, every effort should be made to replace trees with others of the same species.

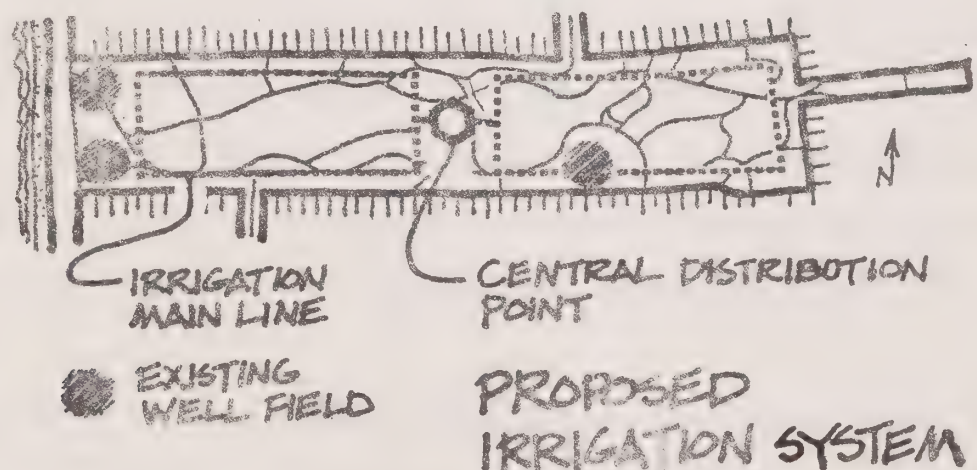


POLICY C: Develop New Irrigation Water Supplies and Improve the Water Distribution and Application Systems.

The Park's irrigation system of supply and distribution, variously modified and enlarged over the years, should be greatly simplified to restore it to efficient operation. The Park requires a basic system that produces consistent water pressure and volume, providing water where and when it is needed.

The existing well system should be kept operational and consideration given to restoring abandoned wells. The Proposed Southwest Water Pollution Control Project Sewage Treatment Plant will have the capability of providing quantities of reclaimed waste water sufficient for irrigation purposes. This capability should be employed to eliminate the Park's reliance on domestic water. Utilizing this source may necessitate construction of a new reservoir or filtration plant (or both), which should be located at the west end of the Park. In addition to relieving the Park's dependence on the domestic supply, reclaimed water should be utilized in wildscape areas for both tree maintenance and reforestation. All sources of water, reclaimed and mined, should be fed to a central distribution point; long-term benefits would include simplified maintenance, on-the-spot monitoring of the entire system to allow for consistent water pressure and less waste, and easy adaptability to automation.

The final improvement to the Park's irrigation system should be a phased conversion to automation in selected areas. "Push-button" irrigation and time-clock watering techniques are not the complete answer to the Park's irrigation requirements; however, automatic irrigation of meadow areas, large scale plantings, playfields and some wildscape areas is practical. A well engineered and installed system, detailed for specific topographical variations, wind, soil, and vegetation types would result in a healthier more attractive Park, while allowing gardening personnel to concentrate their efforts on other landscaping activities.



POLICY D: Review Gifts to Insure Their Consistency With the Character of the Planted Landscape.

In the past, many gifts have been received by the Recreation and Park Commission which have contributed to the development and enhancement of Golden Gate Park. Prospective donors should be encouraged to contact the Recreation and Park Department to assure that intended gifts are suitable for the Park. Because of their very critical role, gift proposals must be reviewed to insure that their contribution to the Park will be consistent with the character of the Park and the gift policies of the Recreation and Park Commission. In addition, an

endowment fund should be created so that donors may contribute to the general maintenance and improvement of Golden Gate Park.

POLICY E: Coordinate Western Park and Great Highway Redesign Activities.

Planning activities between the staff of the Recreation and Park Department, the National Park Service (Golden Gate National Recreation Area) and the Waste Water Management Program should be coordinated in the development of redesign alternatives for the Great Highway and adjacent Golden Gate Park land.

Redesigning the Great Highway, within the existing right-of-way, to create a visual and physical connection between Golden Gate Park and Ocean Beach, including a connection with the Park loop "Pleasure Drive", is desirable. Redesign alternatives should be based on the Park's irrigation needs, wastewater utilization, reforestation priorities, internal transport routing and parking requirements, and pedestrian, bicycle and equestrian access to Ocean Beach.

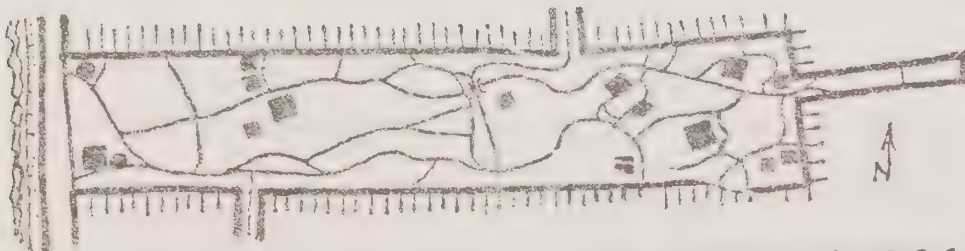
Upon completion of the Southwest Sewage Treatment Plant the Richmond-Sunset Sewage Treatment Plant will be obsolete; this structure should be removed from the Park.

OBJECTIVE II: ASSURE THAT THE MAINTENANCE, RESTORATION OR EXPANSION OF EXISTING BUILDINGS OR THE CONSTRUCTION OF NEW BUILDINGS IS COMPATIBLE WITH THE LANDSCAPED CHARACTER OF THE PARK.

In the Park, buildings provide for a variety of recreational and cultural activities and experiences and are therefore an important Park element. However, whether conflicting with the pastoral character, disrupting the visual quality of the Park, or simply by occupying open space, buildings do have adverse impacts on the Park.

That the citizens of San Francisco are concerned about these impacts is reflected in a 1974 amendment to the Charter of the City and County of San Francisco requiring that construction of new buildings and enlargement or expansion of existing buildings in the Park be subject to approval by a "two-thirds vote of all the members of the Board of Supervisors".

The electorate's desire to limit construction in the Park can be reflected in future development plans by analyzing the use of various buildings in the Park and developing comprehensive and stringent guidelines for expansion of existing buildings and construction of new buildings.



MAJOR STRUCTURES

POLICY A: Establish Guidelines Governing Expansion of Existing Buildings and Construction of New Buildings.

To ensure the compatibility of Park structures with the landscaped environment, and to eliminate conflicts between construction proposals and the preservation of Park open space, guidelines governing external expansion of existing buildings and the construction of new buildings should be developed as part of the Plan for Golden Gate Park. Guidelines should set forth general design criteria addressing height, bulk, siting and landscaping requirements which would apply to any development proposal in the Park; specific design alternatives intended to reduce the impacts of existing buildings should also be developed. Additionally, a "zone of influence" firmly delineating the area beyond which no expansion would be permitted, should be established for each building in the Park.

POLICY B: Restore and Maintain Significant Park Buildings, Statues and Architectural Features.

Structural features of historical or social importance are located throughout Golden Gate Park. Some are so well integrated into their environment that they escape notice; others are important visual elements within the landscape. These features, including buildings, statues, monuments, bridges and gates should be restored, maintained, or improved to assure an effective level of service for the Park visitor in a manner which complements and protects their historic or social qualities.

POLICY C: Provide for the Phased Removal of the Richmond-Sunset Sewage Treatment Plant, Park Police Station, Park Emergency Aid Station and Kezar Stadium.

The Police Station, Aid Station and Sewage Treatment facility do not contribute to the recreational and cultural enjoyment of the Park and are not required for maintenance of the Park; they should be phased out.

Until such removal occurs these facilities should be maintained only at levels consistent with existing use and safety. No additions or modifications which extend the current functions of these buildings should be permitted. Kezar Stadium is obsolete and should be removed, and alternate sites selected for activities presently occurring there.

The Kezar Pavilion, site of interscholastic basketball competition, and the Park's only indoor sports structure, with a maximum seating capacity of 5,500, should be renovated to provide the most effective service to the community.

POLICY D: Utilize Available Natural Energy Resources to Provide for the Operation of Environmental Control Systems Within Buildings in the Park.

At various locations within the Park, facilities should be developed to utilize the energy resources of the wind and sun to provide for the operation of heating, ventilating and other electrical/mechanical systems within buildings in the Park. Any structure constructed for the generation of heat or electricity should be sited and designed in a manner compatible with the landscaped character of the Park or with any building or structure on which such a facility may be erected or installed.

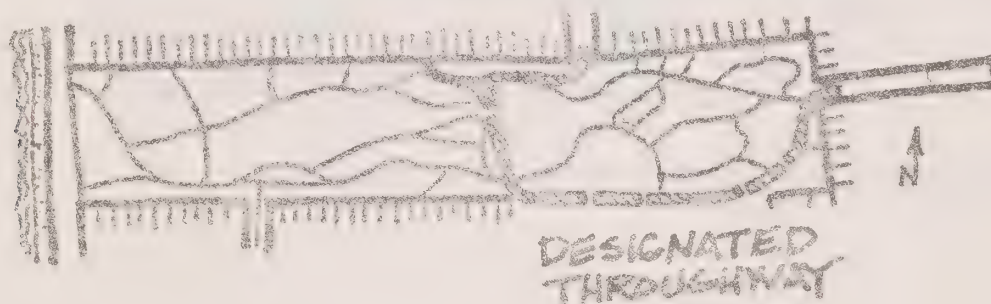
OBJECTIVE III: MINIMIZE VEHICULAR TRAFFIC

Automobile traffic is often excessive within the Park; congestion has increased along with Park use, particularly in the Concourse Area. Imposing on the Park visitor and detracting from the recreational experience, the automobile creates hazards to pedestrians, noise and fumes, while the roadway system itself divides the 1013 acres of the Park into dozens of small sections. Non-Park user through traffic, especially, contributes to this problem. Restricting non-recreational traffic to designated routes is a first step toward minimizing Park traffic. To fully relieve the Park of automobile traffic and its adverse effects of noise, congestion and deterioration of the Park atmosphere, will require development of an Internal Transport System to facilitate visitor movement within the Park.

POLICY A: Restrict Non-Recreational Traffic to Designated Routes.

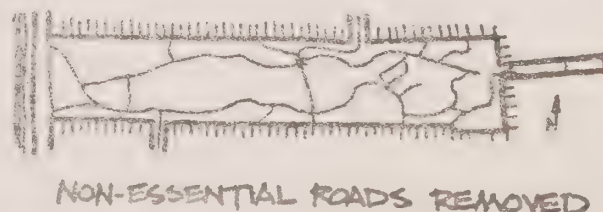
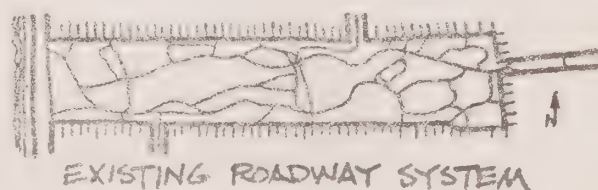
Business, shopping and commute traffic should be diverted onto Park throughways to fully separate non-recreational traffic from the recreational experience. Limiting through traffic will greatly enhance the Park and provide for safe pedestrian movement. Where Park recreational roads are required to cross a designated throughway, for example the South Drive/Crossover

Drive intersection, grade separations should be provided. Access to the Park proper from designated throughways should not be permitted. The design of Park throughways should include complete visual and aural screening from the Park. Crossover Drive and Kezar Drive, either in its present configuration or realigned, would be the basic components of this system.

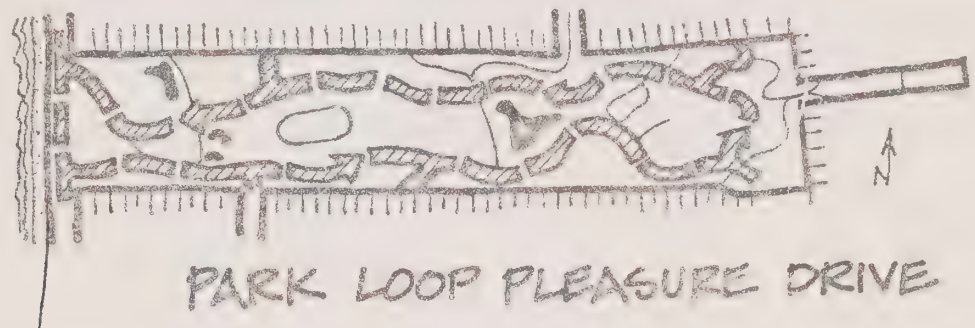


POLICY B: Remove and Re-Landscape Non-Essential Park Roadways and Limit Auto Use to Recreational Driving.

Many of the roads in Golden Gate Park are superfluous and detract from visitor enjoyment of the Park. Where the physical division of the Park by roads is excessive, and where access to a facility is not a consideration, that section of roadway should be replaced with appropriate landscaping. Park roadways should function primarily for scenic driving.



A one-way Park loop "Pleasure Drive" incorporating narrowed roadway widths, landscaped medians and varied surface treatments to impede the flow of speeding traffic, while allowing access to recreational and cultural facilities, would achieve leisurely low speed motoring and enhance visitor enjoyment of the Park.



POLICY C: Develop Major Parking Facilities at the Kezar site and Great Highway.

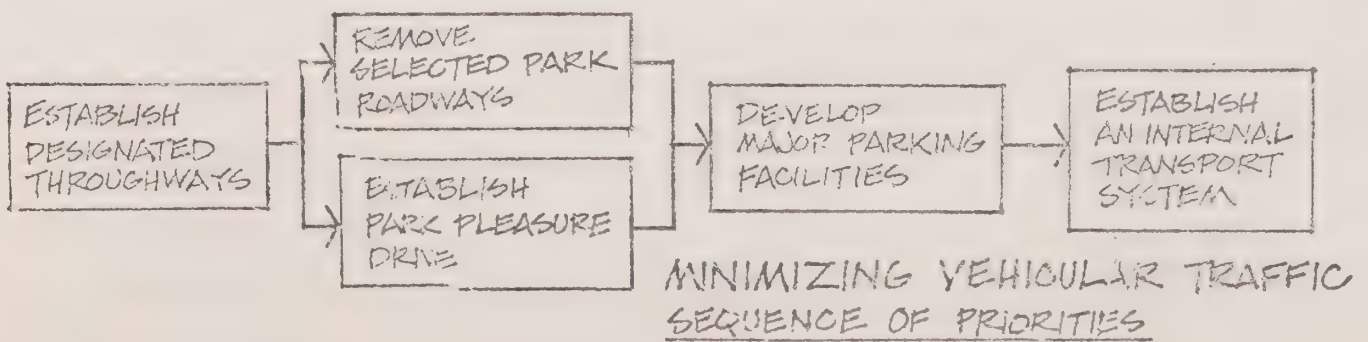
To relieve congestion of roadways and restore visual harmony to the Park, the bulk of existing roadside parking should be shifted to major facilities developed on the Kezar site and the Great Highway. Direct access to the Park Pleasure Drive should be incorporated into the design of these facilities. Metered parking, as a means of control, is not compatible with the character of the Park, and should not be employed.

POLICY D: Establish an Internal Transport System.

The establishment of a pleasurable, non-polluting shuttle system would be suitable inducement for the Park visitor to leave the private automobile at designated parking areas or to use public transit when coming to the Park. An Internal Transport System for the Park should provide continuous service at frequent intervals, circulate throughout the Park, and include stops at major parking facilities, external transit and Park entrance points. Special emphasis should be given to maximizing service to the Music Concourse Area. The needs of the elderly and handicapped should have high priority in the design of the vehicles themselves and the route they travel.

POLICY E: Regulate Private Tour Bus or Tour Van Access To and Use Of Golden Gate Park.

Tour buses or vans which are operated by private transit systems provide transportation to and within the Park and are an effective alternative to the private automobile. However, increased numbers of these vehicles have created congestion, particularly in the Music Concourse, pose traffic hazards for the visitor, emit noxious exhaust and fumes, and create an unsightly element through their concentration within the Park landscape. To reduce these adverse impacts the staff of the Recreation and Park Department should work cooperatively with private tour



operators to designate in-Park routes, control scheduling and establish and design a parking area to accommodate tour buses and tour vans at a location removed from the Concourse Area.

POLICY F: Reduce Impact of Parked Automobiles on Adjacent Neighborhoods.

The private automobile is and will probably continue to be a significant method of transport for many people who wish to use the Park. To reduce the parking impact of this traffic on adjacent neighborhoods, a system of visitor parking areas, which does not infringe upon its landscaped character, should be developed within the Park's boundary. To assure that these facilities are available for the Park visitor, regulatory measures should be undertaken to prevent these areas from becoming commuter parking facilities. As a further means to encourage the reduction of parking in adjacent neighborhoods, convenient connections should be provided between public transit systems, the Park's Internal Transport System, and major parking areas. In addition, neighborhood parking permits, making on street parking available only to residents, should be considered.

POLICY G: Coordinate Public Transit Access.

Improved public transit access to the Park is one means of reducing vehicular traffic within the Park. The Staff of the Recreation and Park Department should work with the San Francisco Municipal Railway, the Golden Gate Bridge Highway and Transportation District and the National Park Service (Golden Gate National Recreation Area) and the Metropolitan Transportation Commission to formulate a coordinated program to encourage the use of public transit for recreational travel to the Park and other recreational areas along the coastline.

OBJECTIVE IV: ENSURE COMPATIBILITY BETWEEN RECREATION RESOURCES SERVING THE PARK USER AND THE PARK'S LANDSCAPE ENVIRONMENT.

The Park, within the landscaped environment, accommodates a wide variety of recreational activities. Areas such as Stow Lake, Mary B. Connolly Children's Playground, the designated wildscape, and the Music Concourse are resources which each contribute uniquely to the character of the Park and to the recreational experience of the Park visitor. Recreational and cultural activities and programs should be compatible with one another and not infringe upon the landscape character of the Park.

POLICY A: Coordinate Recreation Activities to Ensure Their Compatibility with the Park Environment.

Because of the great diversity of recreational activities accommodated within the Park involving large numbers of individuals and groups, there is a need to assure that each activity does not adversely affect at a significant level another activity, or cause significant damage to the landscape environment. To assure that possible conflicts between recreational activities are minimized, a program for the coordination and management of these activities should be established within the Recreation and Park Department. To reduce the effect of large gatherings in the Park, major events which would attract large numbers of visitors to the various meadow areas should be scheduled at other parks within San Francisco or be accommodated on a rotational basis to allow landscape or turf recovery.

POLICY B: Provide Organized and Supervised Recreational Activities for Children.

To assure that beneficial social interaction is encouraged among children, that adequate instruction is provided for the safe use of recreation equipment and that the vandalism of Park facilities is discouraged, a supervised recreation program for children at the Mary B. Connolly Children's Playground especially, should be established and maintained.

Traditionally the Sharon building adjacent to the Playground has provided for the recreational needs of children. The original structure offered recreational activity space on the first floor and a second story restaurant "where lunches are provided for children and their attendants for little more than cost". The Sharon Building should continue to serve children's recreational requirements when restoration is complete.

POLICY C: Separate Recreational Pathway Systems From Vehicular Traffic.

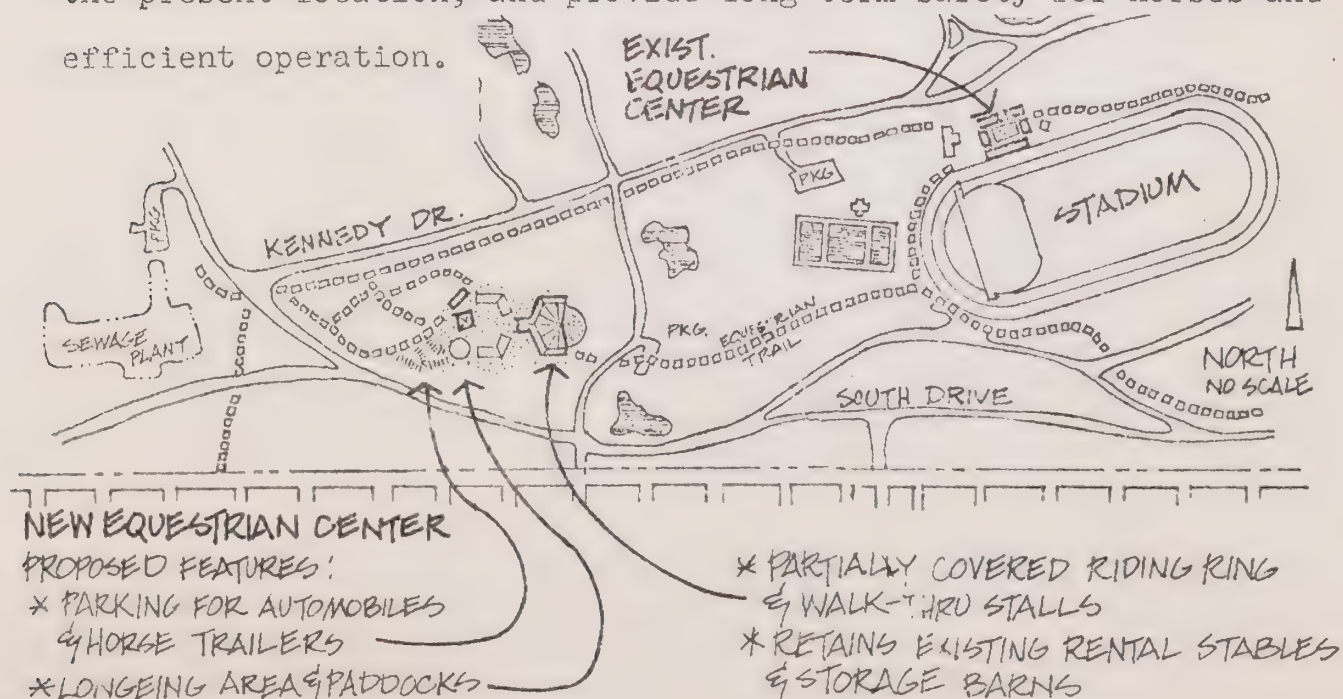
To provide for safe pedestrian access, the reduction of traffic hazards and to contribute to a more enjoyable Park experience, new systems for the separation of pedestrian traffic from vehicular traffic especially along established thoroughfares (Kezar Drive, Crossover Drive, Park Presidio Bypass and the Great Highway) should be constructed. New pathway systems should be designed to accommodate pedestrians, joggers, equestrians, and bicyclists with a minimum amount of contact. Performance standards and design criteria emphasizing safety and security should be formulated under the Plan.

POLICY D: Consolidate Equestrian Activities at Bercut Equitation Field.

Horseback riding has been a key activity in the Park since the 1870's. The "gentleman horseman" was one of four user groups William Hammond Hall had in mind when he designed the Park. At the present time boarding of horses and riding lessons occur at the Golden Gate Park Equestrian Center adjacent to the Golden Gate Park Stadium. Horse rentals and riding events occur at Bercut Equitation Field located immediately west of Middle Lake.

The Equestrian Center constructed in the 1930's is in need of extensive renovation: inadequate storage facilities, exercise areas, and paddocks; extensive use of unsightly temporary structures for both storage of supplies and boarding of horses; lack of an all-weather riding area; and close proximity to picnic areas indicate a need for a new facility if equestrian activities in the Park are to continue.

Constructing a new Equestrian Center at Bercut that consolidates all horse-oriented activities in one location would be a major step toward eliminating many of the problems associated with the present location, and provide long-term safety for horses and efficient operation.



POLICY E: Assure Maximum Visitor Access To and Use Of All
Designated Wildscape and Other Open Space Areas.

Within the Park's landscaped environment, many varied recreational opportunities are available for the visitor. Certain open space areas, such as Speedway, Marx, and Lindley Meadows which are able to accommodate large gatherings, receive more intensive use than those wooded or isolated areas which accommodate less popular recreational activities.

Land use patterns of wildscape and open space areas, particularly the expansive meadowland currently utilized as a buffalo paddock, should be reviewed and evaluated to assure appropriate, balanced, and maximum visitor access and recreational utilization.

OBJECTIVE V: PRESERVE AND ENHANCE WILDLIFE HABITATS.

The Park is essentially a created and nurtured "natural" environment for the enjoyment of the urban park visitor. Many features, within the environmental context, have become suitable habitats for small wild birds and mammals. This wildlife has now become an important feature of the Park. The observation of small birds and mammals is a valuable recreational experience for many of the Park's visitors.

POLICY A: Establish Vegetation to Encourage Preservation of Wildlife Areas.

Wildlife habitats depend upon a variety of vegetation, healthy understory growth, and knowledgeable forest maintenance stressing planting and nurturance rather than vegetation clearance and manicured landscaping. The maintenance of wildlife habitats should be encouraged in areas of native plant growth and in designated wildscape areas to promote the greatest variety of wildlife. The Chain of Lakes, specifically, and other lake areas in the Park which provide important habitat areas for migratory and resident water fowl, should be maintained in a manner that retains open stretches of water as a landscape element while allowing growth of the aquatic plants that provide food and shelter for wildlife. All wildlife habitats, where maintained, should be compatible with the landscaped character of the Park.

OBJECTIVE VI: DEVELOP VISITOR SERVICES AND AMENITIES WHICH DO NOT DETRACT FROM THE ENVIRONMENTAL CHARACTER OF THE PARK.

The Park, as a recreational and cultural center, should provide adequate facilities, services, and amenities accessible to all, conveniently, yet unobtrusively located, to enhance the visitor's experience.

POLICY A: Provide Visitor Information.

Historical, environmental, educational, and general information about the Park and its various activities should be established.

POLICY B: Improve and Maintain Visitor Amenities.

Restrooms, drinking fountains, picnic tables and barbeques, trash receptacles, benches and telephones should be provided at strategic locations throughout the Park, but in keeping with the intensity of activity of the particular area. Facilities should not detract visually or physically from the environmental character of the Park.

POLICY C: Regulate Temporary and Permanent Visitor Service Concessions.

Concessions which utilize unsightly, temporary facilities other than those facilities which are placed in an area on a short-time, single event basis should be discouraged because they detract from the visual character of the Park. Where possible, concessions which provide food service on a long-term and

continuous basis should be located within an existing building or located within a new building designed to blend harmoniously with the Park landscape. All concessions should establish effective litter control facilities and an enclosed garage area.

POLICY D: Provide for the Personal Safety of the Visitor and Protection of Park Amenities.

Park lighting should be established in critical, high activity areas of the Park to provide for the personal safety of the visitor. Lighting should not detract visually and physically from the character of Park. The mounted and motorized patrols within the Park should be maintained to enforce Park and minicipal codes.

The Park system is comprised of a variety of facilities which when combined provide for many visitor amenities. The protection of these amenities from vandalism, abuse and deliberate destruction is important for the enhancement of the Park experience. Security systems and Park patrols should be established in all critical areas of the Park, especially the plant collections and selected facilities, to assure that the values inherent in the Park experience are not degraded or destroyed for the visitor.

POLICY E: Regulate Outdoor Advertising.

Agencies which desire to give notice or exhibit advertising of future or existing events should confine such activities to public media announcements, the Recreation and Park events calendar, the information center for the Park or to an area within an existing building. Because the Park is essentially a landscaped garden, outdoor advertising or notices are a visual intrusion into this landscaped character. Also such exhibits inject a commercial or competitive element into the Park experience.

SPECIAL AREA OBJECTIVE I: RESTORE, IMPROVE, AND MAINTAIN THE MUSIC CONCOURSE AREA.

In the earliest plans for Golden Gate Park, a "sheltered and accessible section of the reservation" was the proposed site of a grandly conceived amphitheater for outdoor musical presentations: a Music Concourse. This area, known then as Concert Valley, was developed as the site of the Midwinter Fair of 1893-94. This marvelous event combining technological achievement, high spectacle, and civic promotion brought world-wide fame to Golden Gate Park and established Concert Valley as a cultural center.

The main buildings of the Fair were clustered around a depressed central court. The design of the "Grand Court" was characterized by a strong longitudinal axis and 3 cross-axes. The present day arrangement derives from this axial design.

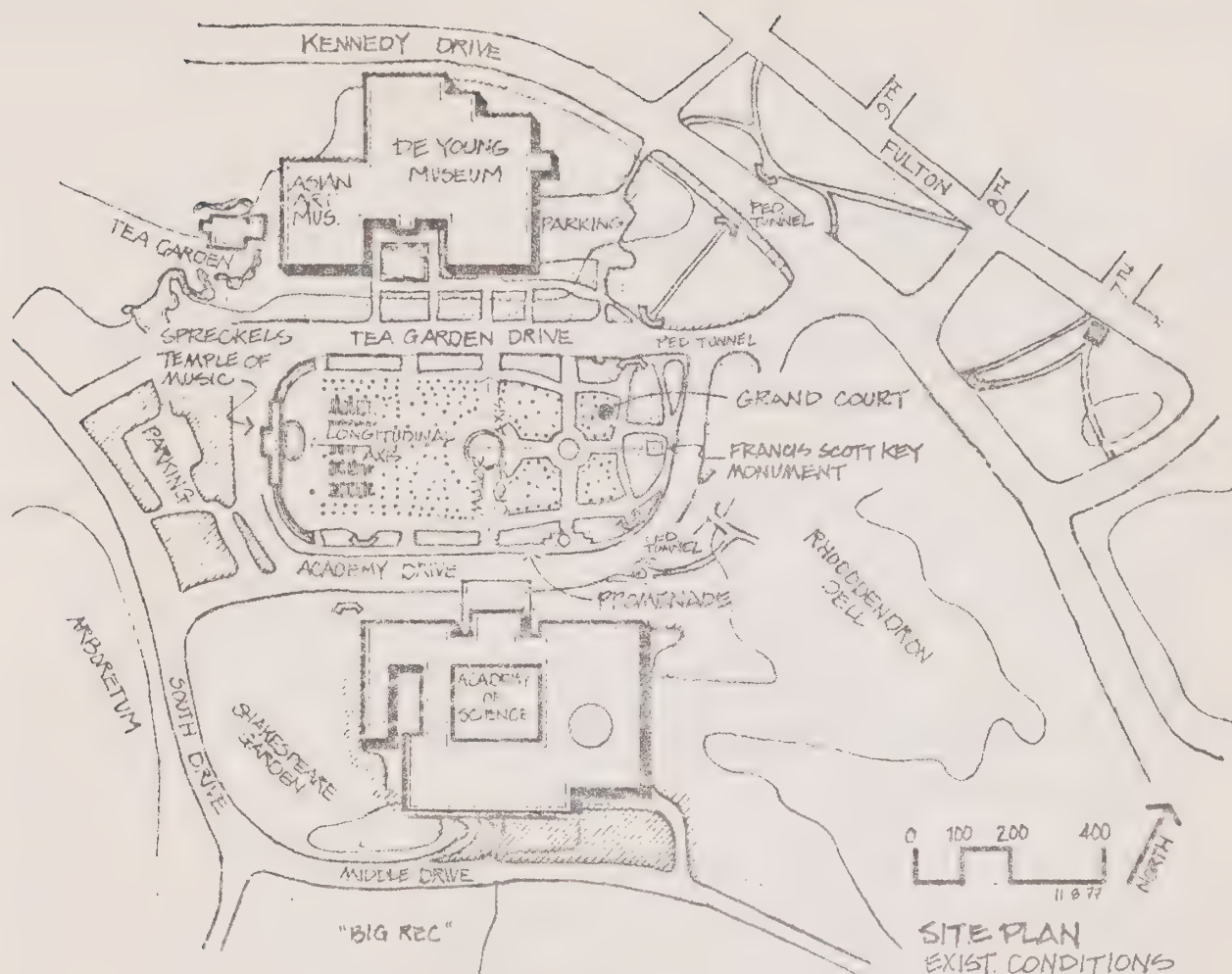
When the Fair ended in 1894, the Park Commissioners accepted the Grand Court for permanent inclusion in the Park, promising that, "such changes and alterations only shall be made as are necessary to convert it and its surroundings into a concert station with an amphitheater for seating the public and a concourse for carriages." In the redesign of the Grand Court new steps, walkways, bicycle paths, and roadways were constructed; trees to provide an overhead plane were planted; and seating for 20,000 installed. In 1900 the Spreckels Temple of Music was dedicated, essentially completing the composition of the Music Concourse.

Many proposals to allow prominent Fair buildings to remain in the Park as permanent features were rejected by the Park Commission. However, acknowledging the desirability of having a "depository for articles of interest often tendered to the Park",

they accepted the Fine Arts Building for this function "until something better shall be provided". In 1921 the new building was formally dedicated, and named the M.H. DeYoung Memorial Museum in honor of its principle benefactor. The California Academy of Science, homeless following the great earthquake and fire of 1906, constructed new quarters on the south side of the Concourse in 1916. In 1966, the Asian Art Museum of San Francisco opened a new facility adjoining the DeYoung Museum. Both the DeYoung Museum and the Academy of Science have frequently expanded over the years. Unfortunately this growth has occurred without achieving visual and design compatibility between the opposing structures, or a scale and character which is compatible with the Grand Court itself. Throughout this development landscaping, which might define circulation, soften building impacts, screen automobiles and correct compositional errors, has not been effectively employed.

POLICY A: Establish Guidelines for the Rehabilitation and Improvement of the Concourse Area.

Structural development and intense activity focused on the Music Concourse Area has brought about many changes: the design implications of the Grand Court have been largely ignored; carriageways, bicycle paths and pedestrian promenades have been converted to automobile and tour bus parking lots; a confusing circulation system creates congestion and pollution; severe soil compaction in the Grand Court has contributed to the death of numbers of the pollarded trees that give it its unique character.



Guidelines must be developed to correct problems apparent at the Music Concourse, restore the character and harmony implicit in the original plan, and facilitate coordination of existing and future planning efforts. These guidelines should conform to, but not necessarily be limited by, the following design objectives:

1. Reduce the visual impact of the buildings located around the Music Concourse.
2. Minimize vehicular traffic and reduce the amount of roadway surface.
3. Minimize the visual impact of parked cars.
4. Separate pedestrian, bicycle, and automobile functions.
5. Maintain transit access.
6. Restore the landscape character of the Grand Court.

7. Direct the evolution of the Academy and the Museums toward achieving visual and design compatibility in their relationship to the Music Concourse Plan.
8. Recommend consideration of sites other than the Music Concourse for additional space as required by the Museums or the Academy of Science.

POLICY B: Develop Regulations Governing Food Service Facilities.

New or existing permanent food service facilities should be located within an existing building or structure. An enclosed area should also be provided for garbage and related wastes. An advertising sign for a food service facility should be for identification purposes only, and should not provide for the advertising of food items which are available for sale within the facility. Temporary food service facilities installed for a special event should be removed from the Park at the event's conclusion.

OBJECTIVE II: REDESIGN THE PARK'S KEZAR COMPONENT.

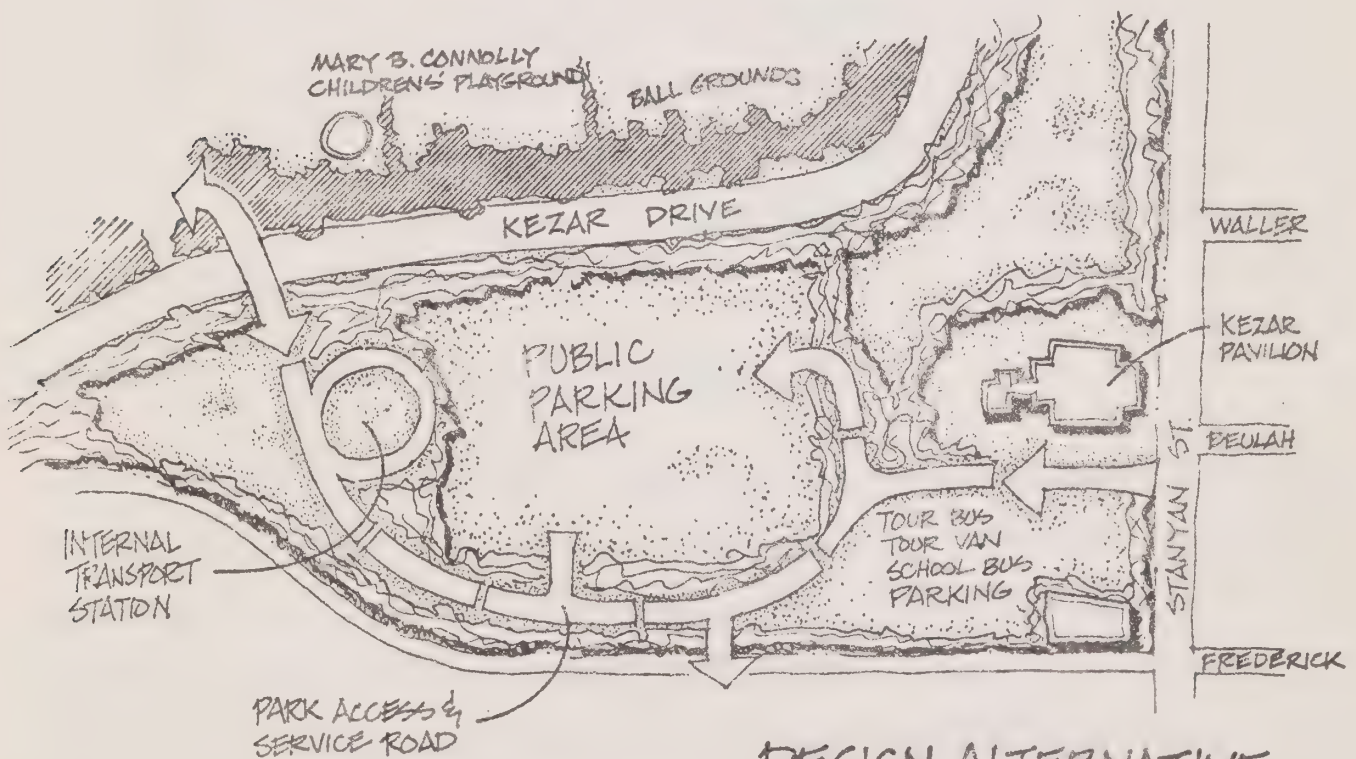
Ensuring a safe and beautiful Golden Gate Park, for today and the distant future, will require a significant reduction in the numbers of automobiles parked along its roadways. Establishment of time limitations on parking, control of parking along major roadways, improved transit access, and the eventual installation of an Internal Transport System will greatly contribute to this goal. Accommodation of the bulk of Park visitors who arrive by car indicates a need for a large parking and staging complex primarily to serve the activity centers located in the eastern half of the Park.

POLICY A: Develop a Major Parking and Staging Facility at the Kezar Site.

Creating an attractive entrance and parking facility at the Kezar site would greatly reduce vehicular traffic in the Park, reduce traffic and parking problems in the neighborhoods adjacent to the Park, and unify the Kezar component with the main Park area. A well planned facility could also provide a source of income for the Park.

Elements of this new component could include a combined parking structure and visitor center, an internal transport station, direct access to the Park "Pleasure Drive" and permanent tour bus, tour van and school bus parking area.

Development of the site would necessitate removal of 53 year old Kezar Stadium, a facility which has become defective and no longer meets its function as a municipal stadium. The few recreational activities currently occurring at Kezar Stadium should be relocated to the Golden Gate Park Stadium or other suitable Recreation and Park facilities. Removal of Kezar Pavilion is not contemplated at this time.



DESIGN ALTERNATIVE
KEZAR COMPONENT

SCHEMATIC
NO SCALE

SPECIAL AREA OBJECTIVE III: DEVELOP A CONSOLIDATED PHYSICAL FITNESS AND SPORTS AREA AT GOLDEN GATE PARK STADIUM.

There is an increased awareness among the general public of the close relationship which exists between physical fitness activities and personal well-being. Presently, many persons use the path and roadway systems in the Park for various physical activities; however, there is no single area designed to accommodate their individual needs. To meet these needs, the Golden Gate Park Stadium area, including the Polo Field and Equestrian Center, should be developed into a consolidated, low-keyed physical fitness area. Also, organized sporting activities which do not attract large groups of spectators should be accommodated in the area.

POLICY A: Emphasize Physical Fitness.

In developing a complex for sports, games and physical fitness, emphasis should be on activities which place a demand on the body's large muscles, lung capacity, sweat glands and heart. Activities such as jogging, track and field events and bicycling would be appropriate. Games and sports which can be engaged in by all age groups should have priority.

POLICY B: Provide Minimum Spectator Facilities.

Although the intent of this objective is not to encourage spectator sports, an alteration of existing seating facilities may be desirable to accommodate events such as the Jesse Owens Classic or the Special Olympics were these activities to be held at the complex; however, all structural additions should be limited in size; furthermore, no new parking areas should be developed for the site.

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